

Sent: Monday, February 15, 2010 10:02 AM

Subject: YOUR AQUATHIN PEARL OF WISDOM #38 -- EATING THE COMPETITION / POU FILTERS

Dear Aquathin Dealer OnLine;

HAPPY 30TH "PEARL" BIRTHDAY !!!

Thank you for the tremendous comments of appreciation for the launch of our Pearl Anniversary celebration. The PEARLS OF WISDOM are to help you and your Team Training to commit to memory the major Aquathin "Hot Facts" to arm your Team with and to whip out these big guns in educating your Customers exactly what makes Aquathin and Aquathin Dealers the very best in the industry.

NO ONE DOES IT BETTER THAN YOU ! ...and the next several weeks will be devoted to picking apart the so called would be competition. GOTTA LUVIT !

Here's your PEARL OF WISDOM #38 -- EATING THE COMPETITION -- POINT OF USE FILTERS

OK, this one is a little bit different. You start out or are really into your presentation and your Customer abruptly stops you, making one of the following statements...

- (1) "Look lets stop here...just make my water smell better, taste better and look better and don't charge me an arm and a leg"....or says,***
- (2) "I appreciate the excellence of your Aqualite RODI system, but I just got a new job, the car is in the shop, the kids need school clothes, what do you have that's cheap and effective"....or says,***
- (3) "Don't try to sell me a new product! I'm only interested in servicing what I spent a lot of money for already. The other dealer went out of business."***

What do you do?

The following responses include comparisons to Pur, Brita, Culligan, Cuno, Dalton and general filters.

(A) Calmly, confidently state, "I understand...allow me show you several really super and inexpensive filters you can choose from and WHY you do not want other types of filters in your home.

1. The Aquathin YES Filter contains more granular activated carbon than any other filter in its class on the market. And Aquathin only chooses clean bituminous grade charcoal unlike other filters using cheap inefficient coconut shell carbon that can also contain heavy metals, arsenic and phosphorus. There is also a 10 micron microporous pad in the posterior end of the YES Filter to catch colloidal debris providing both sediment AND carbon filtration vs. ordinary ceramic candle styles. Because the YES Filter is pressure packed to prohibit channeling and uses axis flow, meaning full length, vs. radial flow, meaning through narrow side walls like other filters, the YES Filter delivers more contact time to remove more organic chemicals, chlorine and chloramine more effectively. Let me show you a list of chemicals easily removed by the Aquathin YES Filter. { pull that list from your Aquathin University Manual }

2. The Aquathin LeadOut Filter combines the same efficient organic and sediment treatment of the YES Filter with a unique crystalline activated alumina media called ABA2000 to readily adsorb lead that can come from lead soldered joints and old leaded piping. The LeadOut Filter is so effective it also removes arsenic, cadmium, nickel, mercury and fluoride ! Check out these test data sheets. { located in your Salesman's Presentation Manual and on the Aquathin Website's Test Data page }

3. The AquaShield 100+ AS Filter is an amazing product. The Aquathin AquaShield contains AquaShield Antimicrobial to treat for bacteria and virus. Let me show you the long list of microbes effectively treated and some extraordinary field tests including for cholera...these tests were performed in South Africa. { located in your Salesman's Presentation Manual }

and on the Aquathin Website's Test Data page } The AquaShield Filter is made of the same bituminous grade carbon but is in brick form to offer immense contact time and the ability to remove cysts like Cryptosporidia and Giardia and at the same time, entrap lead.

4. Note that none of our filters contain substances that can leach impurities such as zinc, copper, silver or nitrates found in other filters. Faucet mount filters simply do not contain enough media to treat enough water for all your concerns. Jug filters take as much as 20 minutes to allow a half gallon to drip through. Both jug and faucet mounts cannot connect to your automatic icemaker for clean refreshing ice and chilled water, like your choice of Aquathin Filters that conveniently will.

And most importantly, Aquathin is celebrating its 30th Anniversary...a Pearl Anniversary. We make over 70 patented and trademarked products for residential, commercial and laboratory markets around the world...all Made In USA. Let me pull up our website for you....take a look at what the U.S. Commerce Department and other organizations have to say about Aquathin.

5. You've just blown the Customer away with not only what you know about your own products, but the extent of what you know about others. The Customer is thinking, "why on Earth would I buy from anyone else !?"

{ OK...I've just given you excellent details about these great Aquathin filters...and as President of Aquathin and designer of these products, I'm telling you now and as I do at Aquathin University, that I would never let my kids drink from them...WHY???? Right ! Because none of them fully address all aspects of contaminates like your Patented Aquathin RODI Process ! So, you are asking yourself, "then why would Aquathin make such products?" ...and that is a very good question. Here's your answer:

The first Customer above who said "just make it better" is ignorant. If you don't sell him a great Aquathin Brand filter, someone else will sell him an inferior one.

The second Customer has strong budget issues. You reply, "Here's what we can do for you and your family...if you choose the Yes Filter, or LeadOut Filter or AquaShield Filter, and as your finances improve, I will gladly take back that filter and give you full credit toward the Aqualite that you want...so, you'll receive free filtered water for a year !" { You can do this because you've already paid for the lead...and the Customer will love your sincerity. And if you don't sell them a great Aquathin Brand filter, someone else will sell them an inferior one. }

The third Customer is what we call "orphan business"...meaning when their previous supplier is gone and they have no one to take care of them. You need to win back this Customer's confidence / credibility factor. At the bottom of the Yes Filter label it states "Universal Undercounter Filter Replacement" and it appears there just for this scenario. If you don't sell them a great Aquathin Brand filter, someone else will sell them an inferior one.

AND HERE'S THE BEAUTY IN ALL THIS...each of your new Aquathin filter Customers will receive their Annual Service Reminders from us and from you...and the Splash NewsBulletins...all keeping that Aquathin logo and services in their mind. When the "Ready To Upgrade Light Bulb" turns on in their head because of something they've read in the papers or watched on the news, or a neighbor bought an RO unit, WHO ARE THEY GONNA CALL !? We see these great filters by Aquathin as sewing seeds for future upgrading ! It works and hundreds of thousands of sales says so !! }

(B) I like (A)

(C) I really really like (A)

(D) All of the above

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The answer is "\_\_\_"!

**MANAGERS: THIS IS ONE OF THE ABSOLUTE MOST IMPORTANT POINTS TO MOTIVATE-MOTIVATE-MOTIVATE YOUR SALES TEAM....NO ONE DOES IT BETTER THAN YOU !**

**Demonstrate JUST HOW GOOD YOU ARE ! Hammer this home to your Customers...cause they can't get it from the other guy. If they go with the other guy, you've done a disservice to your Customer, to yourself and to your family. Remember to show your stuff! No One Does It Better Than You !**

**Be sure to review these dynamic bullets with your Sales Force and Tech Team Mates. An Educated Force is an Effective Force !**

**AQUATHIN IS **30 !** THE CELEBRATION OF OUR PEARL ANNIVERSARY BEGINS **NOW !****

**I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!**

**Warmest regards to all...as well, your comments are always welcome and very much appreciated.**

**FOR THE BEST TASTE IN LIFE &**

**30 Years Pure Excellence**

**...into another Quarter Century re-inventing the water industry !**

**Think Aquathin...AquathinK !**

**( visit the all new [www.aquathin.com](http://www.aquathin.com) )**

**\*\* AN ISO9001:2000 QMS REGISTERED / CERTIFIED COMPANY - (IMS 0192) \*\***

**& 2008 PRESIDENT'S E STAR AWARD RECIPIENT ( visit [www.aquathin.com/estar2008.pps](http://www.aquathin.com/estar2008.pps) )**

*Alfie*

Alfred J. Lipshultz

President & CEO

**P.S. "Splash NewsBulletins", "Forum Q & A", Biz Bank, Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.**